ORDER

Orders Order / Rev: 214128 6863202 Alt Order #: Product Desc: order WOOD C15B Estimate: 10/15/12 - 10/21/12 Petry Philadelphia Flight Dates: Primary AE: Original Date / Rev: 10/12/12 / 10/12/12 Sales Office: P-PHI REG Order Type: Sales Region: Nat **Smart Media Group** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: EOM/EOC 814 King Street Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **POL/Detroit International Bridge** A35+ New Business Thru: Demographic: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: P6 Advertiser External ID: Revenue Codes: AGY, POL, POL-ISS Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	21	\$9,800.00	\$8,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$9,800.00	\$8,330.00	0.00
Totals	21	\$9.800.00	\$8,330,00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	20%	\$9,800.00
Market	100%	\$49,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$980.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	36%	\$17,640.00
WXMI	22%	\$10,780.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	20%	\$9.800.00

!	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Е	1 \	WOOD	10/15/12	10/15/12	M-F 11a-12p eightWest	СМ	11a-12p	M	:30	1	\$125.00 P3	0.00 NM	1	\$125.00
	-	EIGHT V	VEST											
		Star	t Date E	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	eek: 10/1	5/12	10/21/12	M	1	\$125.00	0.00						
E	2 \	WOOD	10/16/12	10/16/12		СМ	11a-12p	- T	:30	1	\$125.00 P3	0.00 NM	1	\$125.00

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Order / Rev: 214128 Advertiser: POL/Detroit International Bridge

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Flight Dates: 10/15/12 - 10/21/12 Estimate: C15B

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 11a-12p eightWest									
EIGHT			9									
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
E 3 WOOD			M-F 11a-12p	CM	11a-12p	W	- :30	1	\$125.00 P3	0.00 NM	1	\$125.00
		,,	eightWest				.00	·	ψ. <u>2</u> 0.00.0	0.00		Ψ.20.00
EIGHT		End Data	Maakdaya	Cnoto/Mook	Doto	Doting						
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$125.00	Rating 0.00						
			M-F 11a-12p	CM	11a-12p	T	- :30	1	\$125.00 P3	0.00 NM	1	\$125.00
EIGHT	WEST		eightWest									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$125.00	0.00					<u> </u>	
E 5 WOOD	10/19/1	2 10/19/12	M-F 11a-12p	CM	11a-12p	F	- :30	1	\$125.00 P3	0.00 NM	1	\$125.00
EIGHT	WEST		eightWest									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$125.00	0.00						
E 6 WOOD	10/15/1	2 10/15/12	Noon News News 8 @ Noon	CM	12-1p	M	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS			News 0 @ Noon									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 7 WOOD		10/21/12	Noon News	1 CM	\$650.00 12-1p	0.00 - T	- :30	1	\$650.00 P3	0.00 NM	1	\$650.00
L / WOOD	10/10/1	2 10/10/12	News 8 @ Noon	Civi	12-1μ	- 1	.30	'	φυσυ.υυ Εσ	U.UU INIVI	l '	φ030.00
NEWS												
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$650.00	Rating 0.00						
E 8 WOOD			Noon News	CM	12-1p	W	- :30	1	\$650.00 P3	0.00 NM	1	\$650.00
			News 8 @ Noon		·							
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$650.00	0.00						
E 9 WOOD	10/18/1	2 10/18/12		CM	12-1p	T	- :30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS			News 8 @ Noon									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$650.00	0.00						
E 10 WOOD	10/19/1	2 10/19/12	Noon News News 8 @ Noon	CM	12-1p	F	- :30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS			News 0 @ Noon									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	5am Daybreak	CM	\$650.00 5a-6am	0.00 M	- :30	1	\$325.00 P3	0.00 NM	1	\$325.00
LIIWOOD	10/13/1	2 10/13/12	5am Daybreak	Civi	Ja-oaiii	IVI	.50	'	ψ323.0013	0.00 14101	l '	ψ323.00
NEWS						5						
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$325.00	Rating 0.00						
			5am Daybreak	СМ	5a-6am	- T	- :30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWO			5am Daybreak									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$325.00	0.00						
E 13 WOOD	10/17/1	2 10/17/12	5am Daybreak	CM	5a-6am	W	- :30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			5am Daybreak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	W	1	\$325.00	0.00					ļ	
E 14 WOOD	10/18/1	2 10/18/12		CM	5a-6am	T	- :30	1	\$325.00 P3	0.00 NM	1	\$325.00

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Totals

21

\$9,800.00

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Flight Dates: 10/15/12 - 10/21/12 Estimate: C15B

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			5am Daybreak 5am Daybreak									
NEWS			Jam Baybicak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$325.00	0.00						
E 15 WOOD	10/19/1	2 10/19/12	5am Daybreak 5am Daybreak	CM	5a-6am	F	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			Jaili Daybieak									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10/		10/21/12	F	1	\$325.00	0.00						
E 16 WOOD	10/20/1	2 10/20/12	Daybreak Sat @6		6-7a	S-	:30	1	\$400.00 P3	0.00 NM	1	\$400.00
NEWS			Daybreak Sat 6a	ım								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i		
Week: 10/	/15/12	10/21/12	S-	1	\$400.00	0.00						
E 17 WOOD	10/20/1	2 10/20/12	Daybreak Sat @7		658-8a	S-	:30	1	\$850.00 P3	0.00 NM	1	\$850.00
NEWS	ο Λ		Daybreak Sat@7	am am								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$850.00	0.00				į		
E 18 WOOD	10/16/1	2 10/16/12	Tonight Show/Jag	y Leno CM	1135-1235a	- T	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
TONICI	IT CHO	Λ/	Tonight Show w/	Leno								
	HT SHO\ irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$650.00	0.00						
E 19 WOOD	10/18/1	2 10/18/12	Tonight Show/Jay	y Leno CM	1135-1235a	T	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
-0.			Tonight Show w/	Leno								
	HT SHO		Weekdove	Cnoto/Mook	Doto	Dating						
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
E 20 WOOD			Sa Prime	CM	758-11p	S-	:30	1	\$750.00 P6	0.00 NM	1	\$750.00
			Sat Prime Rotato	or								
	ENCOR	_			- .	5						
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$750.00	Rating 0.00						
E 21 WOOD			FB Night in Amer	· ·	7-8P	S	:30	1	\$1,000.00 P3	0.00 NM	1	\$1,000.00
	. 5, = 1/1		Football Night in		(7:00 PM-8:0	_	.50	·	Ţ.,000.001 O	5.55 11171		ψ.,550.00
	AMRCA									ļ		
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	5	1	\$1,000.00	0.00						